

**DYNAMIC WEB PAGE CONSTRUCTION BASED ON DETERMINATION
OF CLIENT DEVICE LOCATION**

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ABSTRACT OF THE DISCLOSURE

A method for serving a web page begins by storing a set of location-specific page elements. In response to a request for the web page from a client browser, a control routine parses the request to locate a geographic 10 location data string identifying a location of the client browser that has made the request. The geographic location data string may be generated at the client browser in a number of different ways, e.g., by a Global Positioning System (GPS) receiver coupled to the client 15 computer. At the server, the web page is built dynamically using the geographic location data string to select a given one of the set of location-specific page elements and, preferably, an element having content associated with a physical location in proximity to the 20 location of the client browser. The web page is then served in response to the request. In this way, targeted advertising or other page content is included in the web page as a function of the client browser location.

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